



Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036 • (202) 293-1040

SUMMER 1988



SUMMER 1988 TRAVEL SUMMARY

- Summer 1988 was another record season for travel as 428.0 million U.S. resident person-trips were recorded, two percent more than summer 1987.
- Vacation travel showed the greatest growth during the season with nearly a nine percent rise over the year before. Auto/truck/RV and air transportation both posted healthy increases (6% and 5% respectively). Business/convention travel showed a decline during June, July and August.
- The West census region was the most popular destination, receiving 103 million person-trips during the summer of 1988. The Great Lakes was the least visited area, receiving only 56 million person-trips.

(Continued)

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The US Travel Data Center is an affiliate of the Travel Industry Association of America



SUMMER 1988 TRAVEL SUMMARY
(Continued)

- Seventy-nine percent of summer 1988 travel was for pleasure purposes, of which 31 percent was to visit friends and relatives. Pleasure travelers used personal vehicles slightly more than travelers overall (81% vs. 79%), while business travelers relied more heavily on air transportation (35%).
- Thirty-eight percent of the travelers stayed with friends and relatives, while 44 percent used commercial lodgings. Business/convention travelers, however, were substantially more likely to use paid accommodations (70%). Fifteen percent of business travel involved no overnight stay.
- On average, travelers during the summer of 1988 spent 5.0 nights away from home. Average durations for other travel segments were similar to those of a year ago.
- The average round-trip distance for summer 1988 travelers was 950 miles, up from 850 miles in 1987. Distances for all travel segments, except business/convention, were higher than the year before.
- Summer travelers tended to be married (61%) and between the ages of 25-44 (51%). Over half of all travelers had professional/managerial or technical jobs (52%). Nearly one-quarter of them had family incomes of \$50,000 or more.
- Increased travel reflected positive economic fortune during the summer of 1988. Disposable income jumped nine percent, personal outlays increased seven percent and real GNP, as well as payroll employment, each grew four percent.
- Travel price inflation was more favorable during the summer of 1988 than the year before as the US Travel Data Center's Travel Price Index rose only four percent, compared to nearly seven percent during summer 1987. Motor fuel, airline fares and lodging all showed smaller cost increases than the summer before. The Consumer Price Index rose four percent during summer 1988, equal to the rise in travel prices.

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: SUMMER 1987 AND 1988

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	SUMMER 1987	SUMMER 1988	% CHG	SUMMER 1987	SUMMER 1988	% CHG	SUMMER 1987	SUMMER 1988
<u>TYPE OF TRAVEL</u>								
TOTAL	214.9	208.7	-2.9%	419.2	428.0	2.1%	1.95	2.05
VACATION	134.4	140.7	4.7	295.3	321.0	8.7	2.20	2.28
PLEASURE	158.5	154.3	-2.6	329.7	338.6	2.7	2.08	2.19
BUSINESS/CONVENTION	43.5	39.8	-8.5	58.8	54.5	-7.3	1.35	1.37
WEEKEND	85.9	83.0	-3.4	183.1	184.1	0.5	2.13	2.22
AUTO/TRUCK/RV	149.4	156.5	4.8	322.6	340.2	5.5	2.16	2.17
AIR	48.5	43.4	-10.5	72.5	76.0	4.8	1.49	1.75
HOTEL/MOTEL	105.7	95.4	-9.7	183.6	188.0	2.4	1.74	1.97
<u>AGE*</u>								
18-34	95.2	82.1	-13.8%	143.4	136.7	-4.7%	1.51	1.67
35-54	75.9	83.3	9.7	134.7	149.5	11.0	1.77	1.79
55+	43.8	43.3	-1.1	69.2	67.3	-2.7	1.58	1.55
<u>FAMILY INCOME*</u>								
UNDER \$20,000	58.6	44.1	-24.7%	104.4	82.4	-21.1%	1.78	1.87
\$20,000-\$40,000	85.3	90.8	6.4	178.4	199.4	11.8	2.09	2.20
OVER \$40,000	71.0	73.8	3.9	136.4	146.2	7.2	1.92	1.98
<u>CENSUS REGION OF DESTINATION</u>								
NORTHEAST	27.4	31.5	15.0%	51.2	58.7	14.6%	1.87	1.86
SOUTHEAST	63.7	48.3	-24.2	129.0	101.6	-21.2	2.03	2.10
GREAT LAKES	28.6	27.3	-4.5	54.7	55.8	2.0	1.91	2.04
MIDWEST	36.3	40.0	10.2	77.7	81.4	4.8	2.14	2.04
WEST	44.9	49.0	9.1	79.4	102.5	29.1	1.77	2.09

*Adjusted for non-response.

- Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip.
On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
- 2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SUMMER 1988 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	208.7	154.3	39.8	428.0	338.6	54.5
WEEKEND TRIP	40%	43%	22%	43%	45%	26%
VACATION TRIP	67	84	6	75	87	7

PRIMARY PURPOSE OF TRIP

PLEASURE (ANY)	73%	100%	5%	79%	100%	6%
VISIT FRIENDS OR RELATIVES	30	41	1	31	39	1
OUTDOOR RECREATION	18	24	1	21	27	2
ENTERTAINMENT	26	36	4	28	35	4
BUSINESS (ANY)	19	1	100	13	1	100
CONVENTION, ETC.	5	1	25	3	1	27
OTHER BUSINESS	14	*	75	9	*	73
OTHER	8	*	*	9	*	*

PRIMARY MODE OF TRANSPORTATION

AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	75%	79%	58%	79%	81%	62%
RENTAL CAR	2	1	4	1	1	4
AIRPLANE	20	16	38	17	15	35
BUS	2	2	1	1	1	1
TRAIN	1	1	*	*	*	*
OTHER	2	1	2	1	1	2

HOUSEHOLD MEMBERS ON TRIP

ONE	46%	40%	75%	22%	18%	55%
TWO	28	29	18	27	27	27
THREE	12	14	3	17	19	7
FOUR	9	10	2	17	18	4
FIVE	4	5	1	10	11	5
SIX OR MORE	2	3	*	7	8	2

TRIP DURATION

NO NIGHTS	11%	10%	15%	9%	9%	15%
1 NIGHT	13	12	17	12	11	15
2 OR 3 NIGHTS	31	32	23	33	34	22
4 TO 9 NIGHTS	31	30	37	32	31	39
10 NIGHTS OR MORE	13	15	8	14	16	8
AVERAGE DURATION (INCL. 0)	4.8	5.1	3.9	5.0	5.3	4.1

*Less than 0.5 percent.

Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SUMMER 1988 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	208.7	154.3	39.8	428.0	338.6	54.5
<u>TRAVEL PARTY STRUCTURE</u>						
PARTIES WITHOUT CHILDREN	79%	74%	96%	60%	54%	88%
ONE ADULT	46	40	75	22	18	55
TWO ADULTS	25	26	18	25	24	27
THREE OR MORE ADULTS	8	8	2	13	13	6
PARTIES WITH CHILDREN	21%	26%	4%	40	46	12
ONE ADULT	4	5	1	6	6	2
TWO ADULTS	11	14	2	22	24	4
THREE OR MORE ADULTS	6	7	2	13	16	6
<u>TYPES OF LODGING USED</u>						
FRIENDS, RELATIVES HOME	36%	40%	15%	38%	41%	17%
HOTEL OR MOTEL	46	40	70	44	40	70
RENTED CABIN OR CONDOMINIUM	3	4	*	4	5	1
OWNED CABIN OR CONDOMINIUM	3	3	*	3	4	1
CAMPER, TRAILER, OR RV	7	8	1	8	10	1
OTHER	2	2	2	1	1	2
NO OVERNIGHT STAY	11	10	15	9	9	15
<u>CENSUS REGION OF ORIGIN</u>						
NORTHEAST	17%	19%	13%	16%	17%	11%
SOUTHEAST	21	21	25	20	19	23
GREAT LAKES	18	17	15	20	19	17
MIDWEST	22	21	22	21	22	21
WEST	22	22	25	23	22	28
<u>CENSUS REGION OF DESTINATION</u>						
NORTHEAST	15%	16%	14%	14%	14%	15
SOUTHEAST	24	24	25	24	25	22
GREAT LAKES	13	12	12	13	12	14
MIDWEST	19	19	21	19	19	18
WEST	23	23	26	24	23	29

*Less than 0.5 percent.

Note: Lodging type may add to more than 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

SUMMER 1988 DEMOGRAPHICS

PROJECTED TO TRIPS

	<u>TOTAL</u>	<u>PLEASURE</u>	<u>BUSINESS</u>
BASE (MILLIONS)	208.7	154.3	39.8
<u>MARITAL STATUS</u>			
MARRIED	61%	60%	64%
NOT MARRIED	39	40	36
<u>SEX</u>			
MALE	56%	53%	73%
FEMALE	44	47	27
<u>AGE*</u>			
18 - 24	15%	16%	11%
25 - 34	25	26	24
35 - 44	26	24	37
45 - 54	14	13	14
55 AND OVER	19	22	13
AVERAGE	41	41	39
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	50%	55%	27%
COLLEGE INCOMPLETE	19	20	18
COLLEGE COMPLETE	21	18	33
GRADUATE WORK	10	7	22
<u>OCCUPATION</u>			
PROFESSIONAL/MANAGERIAL	17%	13%	36%
OTHER WHITE COLLAR	35	34	40
BLUE COLLAR	15	15	12
RETIRED	13	14	3
OTHER	20	24	9
<u>FAMILY INCOME*</u>			
LESS THAN \$20,000	21%	22%	12%
\$20,000 - \$29,999	23	25	18
\$30,000 - \$39,999	20	22	15
\$40,000 - \$49,999	12	12	15
\$50,000 OR MORE	23	20	41

*Adjusted for non-response.

Source: US Travel Data Center's National Travel Survey

1988 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988
<u>AVERAGE ROUND-TRIP DISTANCE (MILES)</u>					
TOTAL	850	980	920	970	950
VACATION	880	940	960	980	970
PLEASURE	850	890	910	970	970
BUSINESS/CONVENTION	1,100	1,310	1,070	1,180	1,040
WEEKEND	600	780	660	810	750
AUTO/TRUCK/RV	620	660	570	730	730
AIR	1,980	2,260	2,280	2,050	2,050
HOTEL/MOTEL	1,020	1,160	1,230	1,070	1,060

AVERAGE DURATION
INCLUDING NO NIGHTS

TOTAL	5.2	4.2	4.1	3.8	5.0
VACATION	5.7	4.5	4.6	4.4	5.6
PLEASURE	5.2	4.2	4.3	4.0	5.3
BUSINESS/CONVENTION	4.5	4.1	3.6	3.3	4.1
WEEKEND	2.7	2.7	2.5	2.6	2.8
AUTO/TRUCK/RV	4.8	3.8	3.4	3.5	4.5
AIR	7.2	5.3	6.4	5.3	7.2
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	5.2	4.6	4.6	4.3	5.3
NIGHTS SPENT IN HOTEL ONLY	4.1	3.6	3.4	3.3	3.6

PERSON-NIGHTS
(MILLIONS)

TOTAL	2,144	1,228	997	985	2,085
VACATION	1,680	839	702	702	1,742
PLEASURE	1,776	897	775	743	1,708
BUSINESS/CONVENTION	254	249	137	177	210
WEEKEND	501	365	305	341	509
AUTO/TRUCK/RV	1,518	834	630	682	1,487
AIR	505	327	337	272	532
HOTEL	532	366	230	312	482

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

1988 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	PERCENT CHANGE FROM PREVIOUS SUMMER
<u>TYPE OF TRIP</u>						
TOTAL	214.9	165.2	128.2	146.4	208.7	-2.9%
VACATION	134.4	92.6	71.0	80.0	140.7	4.7
PLEASURE	158.5	111.0	86.6	97.9	154.3	-2.6
BUSINESS/CONVENTION	43.5	49.4	30.7	39.4	39.8	-8.5
WEEKEND	85.9	72.1	57.1	65.1	83.0	-3.4
AUTO/TRUCK/RV	149.4	109.7	90.1	104.2	156.5	4.8
AIR	48.5	44.1	35.1	35.1	43.4	-10.5
HOTEL/MOTEL	105.7	81.8	50.7	69.6	95.4	-9.7
<u>AGE*</u>						
18-34	95.2	68.0	54.1	67.0	82.1	-13.8%
35-54	75.9	59.3	46.1	51.1	83.3	9.7
55+	43.8	37.9	28.0	28.3	43.3	-1.1
<u>FAMILY INCOME*</u>						
UNDER \$20,000	58.6	35.6	33.3	34.4	44.1	-24.7%
\$20,000-\$40,000	85.3	66.9	44.6	59.7	90.8	6.4
OVER \$40,000	71.0	62.7	50.3	52.3	73.8	3.9
<u>CENSUS REGION OF DESTINATION</u>						
NORTHEAST	27.4	21.0	17.3	20.6	31.5	15.0%
SOUTHEAST	63.7	41.5	32.4	36.7	48.3	-24.2
GREAT LAKES	28.6	19.8	19.8	19.7	27.3	-4.5
MIDWEST	36.3	30.1	23.4	28.3	40.0	10.2
WEST	44.9	42.5	33.1	32.7	49.0	9.1

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1988 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	SUMMER 1987	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	PERCENT CHANGE FROM PREVIOUS SUMMER
<u>TYPE OF TRIP</u>						
TOTAL	419.2	294.1	240.6	258.5	428.0	2.1%
VACATION	295.3	187.8	154.2	157.7	321.0	8.7
PLEASURE	329.7	214.2	179.9	186.2	338.6	2.7
BUSINESS/CONVENTION	58.8	61.8	37.9	53.4	54.5	-7.3
WEEKEND	183.1	133.8	120.3	130.4	184.1	0.5
AUTO/TRUCK/RV	322.6	218.1	184.5	197.0	340.2	5.5
AIR	72.5	61.3	52.5	51.7	76.0	4.8
HOTEL/MOTEL	183.6	136.8	85.3	118.3	188.0	2.4
<u>AGE*</u>						
UNDER 18	72.1	36.2	34.5	38.7	74.5	3.3%
18-34	143.4	97.4	82.7	94.6	136.7	-4.7
35-54	134.7	100.6	75.7	77.6	149.5	11.0
55+	69.2	59.9	47.7	47.6	67.3	-2.7
<u>FAMILY INCOME*</u>						
UNDER \$20,000	104.4	61.2	56.6	61.8	82.4	-21.1%
\$20,000-\$40,000	178.4	119.0	85.3	107.2	199.4	11.8
OVER \$40,000	136.4	113.9	98.7	89.5	146.2	7.2
<u>CENSUS REGION OF DESTINATION</u>						
NORTHEAST	51.2	33.9	34.4	32.8	58.7	14.6%
SOUTHEAST	129.0	71.4	62.5	67.1	101.6	-21.2
GREAT LAKES	54.7	36.1	31.5	35.9	55.8	2.0
MIDWEST	77.7	65.1	41.2	50.8	81.4	4.8
WEST	79.4	69.6	56.1	59.4	102.5	29.1

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1982-88 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, SUMMER 1982 THROUGH 1988

	SUMMER 1982	SUMMER 1983	SUMMER 1984	SUMMER 1985	SUMMER 1986	SUMMER 1987	SUMMER 1988
<u>TRIPS (MILLIONS)</u>							
TOTAL	178.1	184.5	174.7	181.1	187.5	214.9	208.7
VACATION	118.0	119.1	119.3	121.2	120.0	134.4	140.7
PLEASURE	126.2	131.2	124.8	132.3	138.2	158.5	154.3
BUSINESS/CONVENTION	28.5	28.2	31.1	35.6	33.5	43.5	39.8
WEEKEND	70.8	74.5	64.5	71.1	73.8	85.9	83.0
AUTO/TRUCK/RV	143.4	146.5	135.4	128.1	132.5	149.4	156.5
AIR	25.7	30.3	30.0	40.5	39.4	48.5	43.4
HOTEL/MOTEL	70.4	74.5	76.4	78.6	86.8	105.7	95.4

PERSON-TRIPS (MILLIONS)

TOTAL	377.4	376.0	363.6	379.3	391.3	419.2	428.0
VACATION	259.6	263.0	268.0	274.3	284.7	295.3	321.0
PLEASURE	283.1	294.7	278.3	298.4	319.9	329.7	338.6
BUSINESS/CONVENTION	46.0	38.0	47.1	53.0	47.4	58.8	54.5
WEEKEND	153.6	161.4	141.7	153.0	167.8	183.1	184.1
AUTO/TRUCK/RV	319.6	316.9	304.4	294.0	304.3	322.6	340.2
AIR	40.5	46.3	43.2	66.5	67.8	72.5	76.0
HOTEL/MOTEL	*	*	*	160.9	180.6	183.6	188.0

TRAVEL PARTY SIZE (PEOPLE)

TOTAL	2.12	2.04	2.08	2.09	2.09	1.95	2.05
VACATION	2.20	2.21	2.25	2.26	2.37	2.20	2.28
PLEASURE	2.24	2.25	2.23	2.26	2.31	2.08	2.19
BUSINESS/CONVENTION	1.61	1.35	1.51	1.49	1.41	1.35	1.37
WEEKEND	2.17	2.17	2.20	2.15	2.27	2.13	2.22
AUTO/TRUCK/RV	2.23	2.16	2.25	2.30	2.30	2.16	2.17
AIR	1.58	1.53	1.44	1.64	1.72	1.49	1.75
HOTEL/MOTEL	*	*	*	2.05	2.08	1.74	1.97

*Hotel/motel person-trip data not available prior to 1985.

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS SUMMER)

MEASURE	SUMMER 1987	SUMMER 1988
REAL GNP*	3.9%	3.7%
PAYROLL EMPLOYMENT	3.0	3.6
DISPOSABLE INCOME*	6.3	8.8
PERSONAL OUTLAYS*	7.5	6.6
CONSUMER PRICE INDEX	3.9	4.0

*Available for July through September only

Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.

Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS SUMMER)

TPI COMPONENT	SUMMER 1987	SUMMER 1988
ALL TRANSPORTATION	7.8%	1.0%
MOTOR FUEL	10.8	0.2
AIRLINE FARES	4.2	1.8
OTHER INTERCITY TRANSPORTATION	0.1	6.1
INTRACITY PUBLIC TRANSPORTATION	2.5	2.4
ENTERTAINMENT	NA	5.8
LODGING	7.8	5.7
FOOD AND BEVERAGES AWAY FROM HOME	3.9	4.2
TRAVEL PRICE INDEX	6.5	4.0

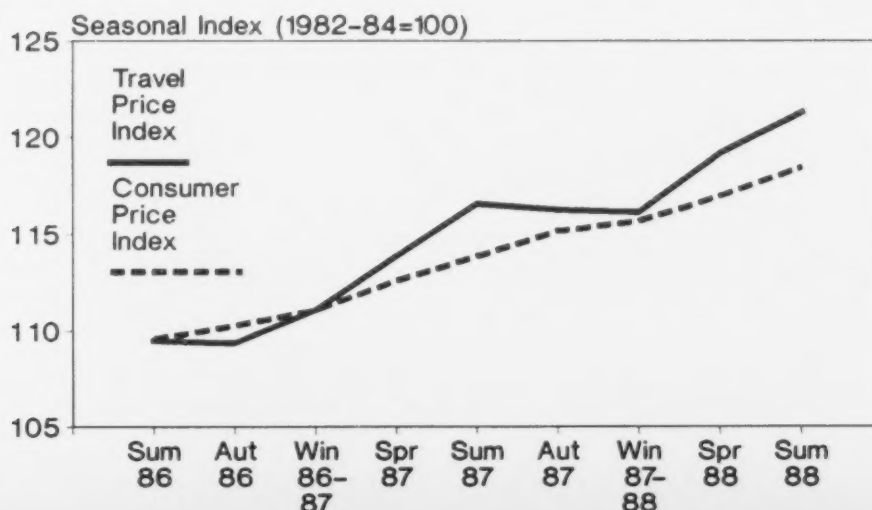
SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
SUMMER 1986	109.6	109.5
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3

*(1982-84 = 100)

Source: US Travel Data Center,
U.S. Bureau of Labor Statistics

Source: US Travel Data Center's Travel Price Index



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to-a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; **SOUTHEAST:** South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; **GREAT LAKES:** East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin; **MID WEST:** West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; **WEST:** Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

SUMMER 1988: 4,611 interviews completed; 1,975 Summer 1988 trips reported.

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10%	20%	30%	40%	
	or 90%	or 80%	or 70%	or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This Travel Executive Briefing is a summary of travel by U.S. residents during June 1988 through August 1988. It is supplemented by the Summer 1988 Travel Market Close-Up, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.

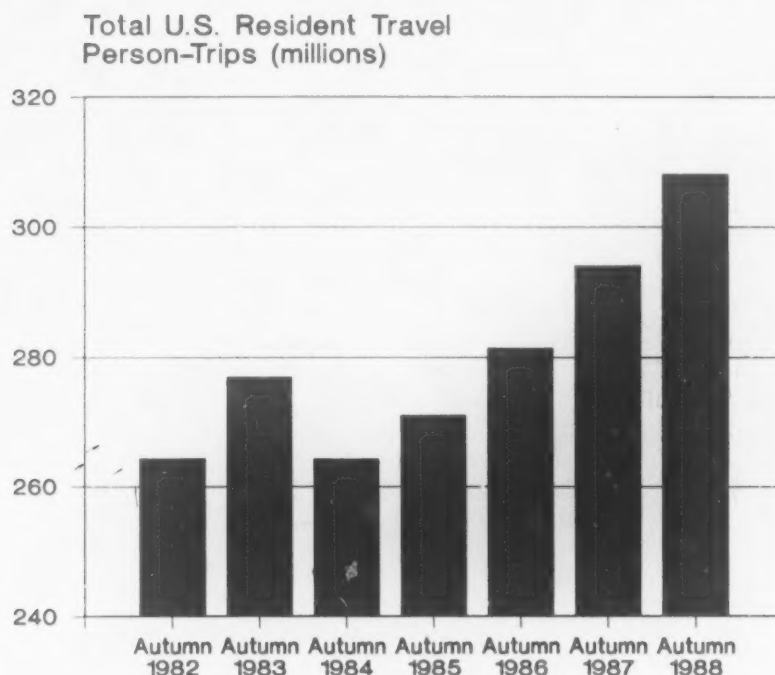


Executive Briefing

A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036 • (202) 293-1040

AUTUMN 1988



AUTUMN 1988 TRAVEL SUMMARY

- The total number of trips this autumn remained fairly stable at 169 million, while person-trips grew 5 percent over last autumn.
- Overall, travel party sizes were up slightly in autumn 1988 as were many of the travel party sizes in the various trip categories.
- On a trip basis in autumn 1988, business/convention, air and hotel/motel all decreased while weekend travel remained virtually unchanged.

(Continued)

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The US Travel Data Center is an affiliate of the Travel Industry Association of America



AUTUMN 1988 TRAVEL SUMMARY
(Continued)

- The Southeast was the most popular destination with nearly 77 million person-trips. The Northeast, however, posted the biggest increase in person-trips over autumn 1987.
- Air person-trips have increased significantly over the past six autumn seasons. Business/convention person-trips were also up considerably over the past six autumn seasons.
- Travelers in autumn 1988 tended to spend fewer nights on their trips while their average round-trip distances remained fairly stable.
- Of the 42.5 million business trips this autumn, 70 percent of them were made by males while the split between the sexes was more equally divided for pleasure travelers. Also, those taking a business trip were much more likely to hold a professional/managerial position or another white collar position than pleasure travelers.
- Eight percent of business person-trips were also taken for pleasure reasons while only 2 percent of pleasure person-trips were also taken for business purposes.
- Nearly three-fourths of the person-trips taken this autumn were for pleasure purposes. Of these, 41 percent stayed with friends or relatives while 42 percent stayed in paid accommodations.
- The majority of those taking business trips (60%) stayed in paid accommodations while 27 percent of business trips involved no overnight stay.
- Economic conditions were generally favorable this autumn. While real GNP grew at a slower rate, disposable income and personal outlays were both up 8 percent from autumn 1987.
- Travel prices increased 3.3 percent in autumn 1988, slower than the previous autumn. Consumer prices increased 4.3 percent, about the same as the last autumn season.
- Overall, transportation costs were down with the biggest decrease being in the price of motor fuel.

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: AUTUMN 1987 AND 1988

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	AUTUMN 1987	AUTUMN 1988	%CHG	AUTUMN 1987	AUTUMN 1988	%CHG	AUTUMN 1987	AUTUMN 1988
<u>TYPE OF TRAVEL</u>								
TOTAL	165.2	168.8	2.2%	294.1	308.2	4.8%	1.78	1.83
VACATION	92.6	102.0	10.2	187.8	201.7	7.4	2.03	1.98
PLEASURE	111.0	115.5	4.1	214.2	228.2	6.5	1.93	1.98
BUSINESS/CONVENTION	49.4	42.5	-14.0	61.8	62.5	1.1	1.25	1.47
WEEKEND	72.1	71.4	-1.0	133.8	139.8	4.5	1.86	1.96
AUTO/TRUCK/RV	109.7	120.7	10.0	218.1	234.2	7.4	1.99	1.94
AIR	44.1	39.1	-11.3	61.3	60.0	-2.1	1.39	1.53
HOTEL/MOTEL	81.8	75.6	-7.6	136.8	137.6	0.6	1.67	1.82
<u>AGE*</u>								
18-34	68.0	59.2	-12.9%	97.4	91.1	-6.5%	1.43	1.54
35-54	59.3	68.1	14.8	100.6	111.6	10.9	1.70	1.64
55+	37.9	41.5	9.5	59.9	66.3	10.7	1.58	1.60
<u>FAMILY INCOME*</u>								
UNDER \$20,000	35.6	33.7	-5.3%	61.2	54.3	-11.3%	1.72	1.61
\$20,000-\$40,000	66.9	71.0	6.1	119.0	144.8	21.7	1.78	2.04
OVER \$40,000	62.7	64.1	2.2	113.9	109.1	-4.2	1.82	1.70
<u>CENSUS REGION OF DESTINATION</u>								
NORTHEAST	21.0	24.1	14.8%	33.9	41.6	22.7%	1.61	1.73
SOUTHEAST	41.5	42.7	2.9	71.4	76.8	7.6	1.72	1.80
GREAT LAKES	19.8	22.9	15.7	36.1	39.8	10.2	1.82	1.74
MIDWEST	30.1	29.3	-2.7	65.1	59.2	-9.1	2.16	2.02
WEST	42.5	37.3	-12.2	69.6	64.2	-7.8	1.64	1.72

*Adjusted for non-response.

Note: 1) On a trip basis, the age is the age of each adult respondent taking a trip.

On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.

2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

AUTUMN 1988 TRIP CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.8	115.5	42.5	308.2	228.2	62.5
WEEKEND TRIP	42%	49%	25%	45%	50%	29%
VACATION TRIP	60	82	9	66	84	10
<u>PRIMARY PURPOSE OF TRIP</u>						
PLEASURE (ANY)	68%	100%	8%	74%	100%	8%
VISIT FRIENDS OR RELATIVES	34	50	4	36	48	4
OUTDOOR RECREATION	12	18	1	13	18	1
ENTERTAINMENT	22	33	4	25	34	5
BUSINESS (ANY)	25	3	100	20	2	100
CONVENTION, ETC.	7	2	29	6	2	31
OTHER BUSINESS	18	1	71	14	1	69
OTHER	9	*	*	8	*	*
<u>PRIMARY MODE OF TRANSPORTATION</u>						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	71%	75%	55%	75%	79%	59%
RENTAL CAR	2	2	3	2	2	3
AIRPLANE	23	18	41	19	16	38
BUS	3	4	1	2	3	*
TRAIN	1	1	1	1	1	1
OTHER	2	2	2	2	2	2
<u>HOUSEHOLD MEMBERS ON TRIP</u>						
ONE	53%	43%	77%	30%	22%	58%
TWO	28	33	15	30	32	22
THREE	10	12	5	17	18	12
FOUR	4	5	2	9	10	5
FIVE	3	4	1	8	9	2
SIX OR MORE	2	3	*	6	8	1
<u>TRIP DURATION</u>						
NO NIGHTS	17%	12%	27%	16%	13%	26%
1 NIGHT	15	12	22	14	12	21
2 OR 3 NIGHTS	35	38	26	37	39	26
4 TO 9 NIGHTS	23	26	19	24	26	21
10 NIGHTS OR MORE	9	10	4	9	10	5
AVERAGE DURATION (INCL. 0)	3.8	4.3	2.5	3.9	4.2	2.8

*Less than 0.5 percent.

Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

AUTUMN 1988 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	168.8	115.5	42.5	308.2	228.2	62.5
<u>TRAVEL PARTY STRUCTURE</u>						
PARTIES WITHOUT CHILDREN	86%	82%	94%	70%	64%	84%
ONE ADULT	53	43	77	30	22	58
TWO ADULTS	26	31	14	28	30	21
THREE OR MORE ADULTS	6	8	2	11	12	5
PARTIES WITH CHILDREN	14%	18%	6%	30	36	16
ONE ADULT	3	4	1	4	5	3
TWO ADULTS	7	9	3	14	17	7
THREE OR MORE ADULTS	5	5	2	13	14	6
<u>TYPES OF LODGING USED</u>						
FRIENDS, RELATIVES HOME	35%	42%	12%	36%	41%	14%
HOTEL OR MOTEL	44	41	60	44	41	61
RENTED CABIN OR CONDOMINIUM	1	1	1	1	1	1
OWNED CABIN OR CONDOMINIUM	2	3	1	3	3	1
CAMPER, TRAILER, OR RV	5	5	3	5	6	3
OTHER	2	3	1	2	2	1
NO OVERNIGHT STAY	17	12	27	16	13	26
<u>CENSUS REGION OF ORIGIN</u>						
NORTHEAST	20%	18%	20%	19%	18%	19%
SOUTHEAST	23	23	25	22	22	27
GREAT LAKES	16	16	15	15	15	15
MIDWEST	19	19	20	20	21	18
WEST	22	23	20	23	24	22
<u>CENSUS REGION OF DESTINATION</u>						
NORTHEAST	15%	15%	15%	14%	14%	14%
SOUTHEAST	26	26	25	26	26	26
GREAT LAKES	14	13	18	13	12	19
MIDWEST	18	17	19	20	20	19
WEST	22	23	21	21	22	20

*Less than 0.5 percent.

Note: Lodging type may add to more than 100 percent due to multiple answers.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

AUTUMN 1988 DEMOGRAPHICS

PROJECTED TO TRIPS

	<u>TOTAL</u>	<u>PLEASURE</u>	<u>BUSINESS</u>
BASE (MILLIONS)	168.8	115.5	42.5
<u>MARITAL STATUS</u>			
MARRIED	61%	60%	69%
NOT MARRIED	39	40	31
<u>SEX</u>			
MALE	56%	52%	70%
FEMALE	44	48	30
<u>AGE*</u>			
18 - 24	11%	13%	6%
25 - 34	24	23	28
35 - 44	25	22	36
45 - 54	16	16	17
55 AND OVER	25	27	13
AVERAGE	42	43	40
<u>EDUCATION</u>			
HIGH SCHOOL OR LESS	50%	53%	33%
COLLEGE INCOMPLETE	19	19	20
COLLEGE COMPLETE	21	19	30
GRADUATE WORK	11	9	17
<u>OCCUPATION</u>			
PROFESSIONAL/MANAGERIAL	17%	13%	31%
OTHER WHITE COLLAR	32	29	44
BLUE COLLAR	22	23	15
RETIRED	15	17	4
OTHER	13	17	6
<u>FAMILY INCOME*</u>			
LESS THAN \$20,000	20%	23%	7%
\$20,000 - \$29,999	20	21	14
\$30,000 - \$39,999	22	23	20
\$40,000 - \$49,999	14	12	20
\$50,000 OR MORE	24	21	39

*Adjusted for non-response.

Source: US Travel Data Center's National Travel Survey

1987-1988 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	<u>AUTUMN</u> <u>1987</u>	<u>WINTER</u> <u>1987-88</u>	<u>SPRING</u> <u>1988</u>	<u>SUMMER</u> <u>1988</u>	<u>AUTUMN</u> <u>1988</u>
<u>AVERAGE ROUND-TRIP</u> <u>DISTANCE (MILES)</u>					
TOTAL	980	920	970	950	960
VACATION	940	960	980	970	950
PLEASURE	890	910	970	970	940
BUSINESS/CONVENTION	1,310	1,070	1,180	1,040	1,040
WEEKEND	780	660	810	750	810
AUTO/TRUCK/RV	660	570	730	730	730
AIR	2,260	2,280	2,050	2,050	1,990
HOTEL/MOTEL	1,160	1,230	1,070	1,060	1,130
<u>AVERAGE DURATION</u> <u>INCLUDING 0 (NIGHTS)</u>					
TOTAL	4.2	4.1	3.8	5.0	3.9
VACATION	4.5	4.6	4.4	5.6	4.4
PLEASURE	4.2	4.3	4.0	5.3	4.2
BUSINESS/CONVENTION	4.1	3.6	3.3	4.1	2.8
WEEKEND	2.7	2.5	2.6	2.8	2.6
AUTO/TRUCK/RV	3.8	3.4	3.5	4.5	3.6
AIR	5.3	6.4	5.3	7.2	4.6
HOTEL					
SPENT AT LEAST ONE					
NIGHT IN HOTEL	4.6	4.6	4.3	5.3	4.3
NIGHTS SPENT IN					
HOTEL ONLY	3.6	3.4	3.3	3.6	3.8
<u>PERSON-NIGHTS</u> <u>(MILLIONS)</u>					
TOTAL	1,228	997	985	2,085	1,182
VACATION	839	702	702	1,742	862
PLEASURE	897	775	743	1,708	951
BUSINESS/CONVENTION	249	137	177	210	178
WEEKEND	365	305	341	509	360
AUTO/TRUCK/RV	834	630	682	1,487	833
AIR	327	337	272	532	284
HOTEL	366	230	312	482	323

Note: Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

Source: US Travel Data Center's National Travel Survey

1987-88 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	PERCENT CHANGE FROM PREVIOUS AUTUMN
<u>TYPE OF TRIP</u>						
TOTAL	165.2	128.2	146.4	208.7	168.8	2.2%
VACATION	92.6	71.0	80.0	140.7	102.0	10.2
PLEASURE	111.0	86.6	97.9	154.3	115.5	4.1
BUSINESS/CONVENTION	49.4	30.7	39.4	39.8	42.5	-14.0
WEEKEND	72.1	57.1	65.1	83.0	71.4	-1.0
AUTO/TRUCK/RV	109.7	90.1	104.2	156.5	120.7	10.0
AIR	44.1	35.1	35.1	43.4	39.1	-11.3
HOTEL/MOTEL	81.8	50.7	69.6	95.4	75.6	-7.6
<u>AGE*</u>						
18-34	68.0	54.1	67.0	82.1	59.2	-12.9%
35-54	59.3	46.1	51.1	83.3	68.1	14.8
55+	37.9	28.0	28.3	43.3	41.5	9.5
<u>FAMILY INCOME*</u>						
UNDER \$20,000	35.6	33.3	34.4	44.2	33.7	-5.3%
\$20,000-\$40,000	66.9	44.6	59.7	90.7	71.0	6.1
OVER \$40,000	62.7	50.3	52.3	73.8	64.1	2.2
<u>CENSUS REGION OF DESTINATION</u>						
NORTHEAST	21.0	17.3	20.6	31.5	24.1	14.8%
SOUTHEAST	41.5	32.4	36.7	48.3	42.7	2.9
GREAT LAKES	19.8	19.8	19.7	27.3	22.9	15.7
MIDWEST	30.1	23.4	28.3	40.0	29.3	-2.7
WEST	42.5	33.1	32.7	49.0	37.3	-12.2

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1987-88 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	AUTUMN 1987	WINTER 1987-88	SPRING 1988	SUMMER 1988	AUTUMN 1988	PERCENT CHANGE FROM PREVIOUS AUTUMN
<u>TYPE OF TRIP</u>						
TOTAL	294.1	240.6	258.5	428.0	308.2	4.8%
VACATION	187.8	154.2	157.7	321.0	201.7	7.4
PLEASURE	214.2	179.9	186.2	338.6	228.2	6.5
BUSINESS/CONVENTION	61.8	37.9	53.4	54.5	62.5	1.1
WEEKEND	133.8	120.3	130.4	184.1	139.8	4.5
AUTO/TRUCK/RV	218.1	184.5	197.0	340.2	234.2	7.4
AIR	61.3	52.5	51.7	76.0	60.0	-2.1
HOTEL/MOTEL	136.8	85.3	118.3	188.0	137.6	0.6
<u>AGE*</u>						
UNDER 18	36.2	34.5	38.7	74.5	39.2	8.3%
18-34	97.4	82.7	94.6	136.7	91.1	-6.5
35-54	100.6	75.7	77.6	149.5	111.6	10.9
55+	59.9	47.7	47.6	67.3	66.3	10.7
<u>FAMILY INCOME*</u>						
UNDER \$20,000	61.2	56.6	61.8	82.4	54.3	-11.3%
\$20,000-\$40,000	119.0	85.3	107.2	199.4	144.8	21.7
OVER \$40,000	113.9	98.7	89.5	146.2	109.1	-4.2
<u>CENSUS REGION OF DESTINATION</u>						
NORTHEAST	33.9	34.4	32.8	58.7	41.6	22.7%
SOUTHEAST	71.4	62.5	67.1	101.6	76.8	7.6
GREAT LAKES	36.1	31.5	35.9	55.8	39.8	10.2
MIDWEST	65.1	41.2	50.8	81.4	59.2	-9.1
WEST	69.6	56.1	59.4	102.5	64.2	-7.8

*Adjusted for non-response.

Note: Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

1982-88 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, AUTUMN 1982 THROUGH 1988

	AUTUMN 1982	AUTUMN 1983	AUTUMN 1984	AUTUMN 1985	AUTUMN 1986	AUTUMN 1987	AUTUMN 1988	PERCENT CHANGE FROM AUTUMN 1982
<u>TRIPS (MILLIONS)</u>								
TOTAL	138.5	146.3	142.0	149.8	156.1	165.2	168.8	21.9%
VACATION	78.0	85.7	86.0	84.1	91.9	92.6	102.0	30.8
PLEASURE	96.0	97.3	89.7	97.3	103.3	111.0	115.5	20.3
BUSINESS/CONVENTION	28.7	29.1	35.1	45.3	44.8	49.4	42.5	48.1
WEEKEND	65.7	59.6	58.4	64.9	69.4	72.1	71.4	8.7
AUTO/TRUCK/RV	108.1	106.9	99.3	102.3	106.8	109.7	120.7	11.7
AIR	22.9	30.3	35.6	40.1	37.4	44.1	39.1	70.7
HOTEL/MOTEL	52.7	59.3	62.2	66.2	75.7	81.8	75.6	43.5
<u>PERSON-TRIPS (MILLIONS)</u>								
TOTAL	264.4	277.0	264.3	271.1	281.4	294.1	308.2	16.6%
VACATION	157.0	150.5	170.3	175.2	185.1	187.8	201.7	28.5
PLEASURE	193.5	195.0	183.0	194.5	203.4	214.2	228.2	17.9
BUSINESS/CONVENTION	42.1	44.9	48.5	58.6	62.0	61.8	62.5	48.5
WEEKEND	137.2	123.8	116.7	135.0	136.8	133.8	139.8	1.9
AUTO/TRUCK/RV	220.6	216.0	202.0	200.9	207.0	218.1	234.2	6.2
AIR	32.1	48.1	51.3	59.3	59.1	61.3	60.0	86.9
HOTEL/MOTEL	106.9	104.1	109.7	119.4	127.7	136.8	137.6	28.7
<u>TRAVEL PARTY SIZE (PEOPLE)</u>								
TOTAL	1.91	1.89	1.86	1.81	1.80	1.78	1.83	NA
VACATION	2.01	1.76	1.98	2.08	2.01	2.03	1.98	NA
PLEASURE	2.02	2.00	2.04	2.00	1.97	1.93	1.98	NA
BUSINESS/CONVENTION	1.47	1.54	1.38	1.29	1.38	1.25	1.47	NA
WEEKEND	2.09	2.08	2.00	2.08	1.97	1.86	1.96	NA
AUTO/TRUCK/RV	2.04	2.02	2.03	1.96	1.94	1.99	1.94	NA
AIR	1.40	1.59	1.44	1.48	1.58	1.39	1.53	NA
HOTEL/MOTEL	2.03	1.76	1.76	1.80	1.69	1.67	1.82	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

MEASURE	AUTUMN 1987	AUTUMN 1988
REAL GNP*	5.0%	2.8%
PAYROLL EMPLOYMENT	3.2	2.9
DISPOSABLE INCOME*	8.2	8.0
PERSONAL OUTLAYS*	6.9	8.1
CONSUMER PRICE INDEX	4.4	4.3

*Available for October through December only

Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.

Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS AUTUMN)

TPI COMPONENT	AUTUMN 1987	AUTUMN 1988
ALL TRANSPORTATION	13.0%	-0.2%
MOTOR FUEL	19.2	-1.7
AIRLINE FARES	4.8	1.5
OTHER INTERCITY TRANSPORTATION	1.5	5.4
INTRACITY PUBLIC TRANSPORTATION	2.1	2.8
ENTERTAINMENT	NA	3.5
LODGING	4.2	4.0
FOOD AND BEVERAGES AWAY FROM HOME	3.9	4.4
TRAVEL PRICE INDEX	6.3	3.3

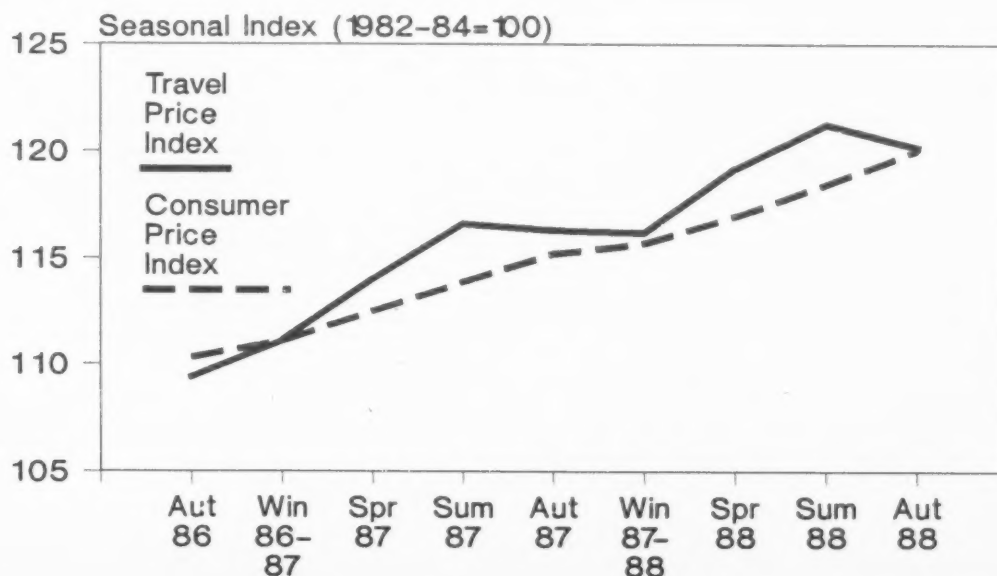
SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
AUTUMN 1986	110.3	109.4
WINTER 1986-87	111.1	111.1
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2

*(1982-84 = 100)

Source: US Travel Data Center,
U.S. Bureau of Labor Statistics

Source: US Travel Data Center's Travel Price Index



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; **SOUTHEAST:** South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; **GREAT LAKES:** East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin; MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; **WEST:** Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

AUTUMN 1988: 4,563 interviews completed; 1,612 Autumn 1988 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10%	20%	30%	40%	
	or 90%	or 80%	or 70%	or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This Travel Executive Briefing is a summary of travel by U.S. residents during September through November 1988. It is supplemented by the Autumn 1988 Travel Market Close-Up, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.